



## ***AOT in Action***

### ***TOURISM WORKS FOR ARIZONA!***

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

#### **A Message from the Director:**

Good morning.

Last week, it was announced that Governor Napolitano will partner with the U.S. Department of Homeland Security to launch a “3-in-1” driver’s license in Arizona. This new enhanced license will meet the Western Hemisphere Travel Initiative (WHTI) requirements, provide Arizona employers with a secure document to validate employee’s legal status, and satisfy future Real ID requirements. The Arizona tourism industry applauds Governor Napolitano in this great step toward facilitating travel. The travel industry has been advocating for a low-cost, secure identification that will meet the criteria set by the federal travel initiative. Governor Napolitano, a great proponent of the tourism industry, has consistently supported the U.S. government’s need to increase security at ports of entry and has advocated for the technology to do so, while promoting the facilitation of travel and trade to and from the United States.

Beginning January 31, 2008, oral declarations of citizenship will no longer be accepted and U.S. and Canadian citizens will be required to present a WHTI-compliant document to enter the United States. The new “3-in-1” enhanced driver’s license will meet these requirements. This is a voluntary alternative to a driver’s license and will cost slightly more than a regular driver’s license, but significantly less than a passport.

AOT has been communicating new developments with the WHTI through various means, including our Web site, and commenting on proposed rules in the Federal Register when appropriate. Updates on WHTI are available on [www.arizonaguide.com](http://www.arizonaguide.com) and AOT comment letters are available on [www.azot.gov](http://www.azot.gov) under bi-national projects.

For more information on the enhanced driver’s license, please visit [www.azgovernor.gov](http://www.azgovernor.gov).

Have a great week.



Margie A. Emmermann  
Director  
Arizona Office of Tourism

## AOT News Flash

### Deadline Approaching for Rural Tourism Development Grant Program FY 08 Applications

The Rural Tourism Development Grant Program (RTDGP) guidelines for FY 08 are now available. The primary objective of this competitive grant program is to provide coordinated funding for tourism related infrastructure projects in rural communities throughout the State. The funding amount for FY 08 is \$550,000. These funds assist rural economic development through tourism to strengthen the regional and local economies and expand tourism in rural and Tribal communities throughout Arizona. The primary function of the infrastructure project must be tourism development and the project must be designed to initiate economic growth and enhance future tourism development. Applications are available on AOT's business-to-business Web site [www.azot.gov](http://www.azot.gov) under the Grants section. Applications must be received by the Arizona Office of Tourism no later than 5 p.m. Thursday, August, 30, 2007. If you have any questions, please feel free to contact Glenn Schlottman, Tourism Education and Development Coordinator at [gschlottman@azot.gov](mailto:gschlottman@azot.gov) or by phone at 602-364-3727.

### AOT Releases *Crossroads* Newsletter

After a few months off for some reformatting and adjustments, AOT's agency newsletter *Crossroads* is back and will be sent out to subscribers this week. The newsletter has been reformatted to offer more in-depth articles on issues and trends affecting the tourism industry. If you do not receive the *Crossroads* newsletter and would like to, please send your name, organization, e-mail and physical address to Loretta Belonio at [lbeloio@azot.gov](mailto:lbeloio@azot.gov).

## Industry News

### Arizona Super Bowl Host Committee Hosting Countdown Event; Looking for Donations

The Arizona Super Bowl Host Committee is hosting an event that will mark 100 days until Super Bowl. The group is looking for donations from the community for raffle prizes during the festivities. Countdown to Kickoff will be held on Saturday, October 27<sup>th</sup> at Westgate City Center from 2:00 – 10:00 p.m. The event will create awareness and raise excitement within the community during the final push towards Super Bowl XLII. The group asks that donations be valued at \$50 or higher. In exchange for your generosity, your donation, company name and Web site link will be featured on the official Arizona Super Bowl Host Committee Web site along with the winner's information. All donation items must be in the Arizona Super Bowl Host Committee possession by Thursday, September 20<sup>th</sup>. The Countdown to Kickoff event is free and open to the public. The event will showcase a football festival environment, including two stages with local acts, food and beverage, football player autograph opportunities, interactive experiences, football

related games, cheerleader appearances, Spike™ the Super Ball and official Super Bowl XLII merchandise kiosks. Please contact Monica Rodriguez at [Monica@AZSuperBowl.com](mailto:Monica@AZSuperBowl.com) or 480-362-4244 with any questions regarding the Countdown to Kickoff Raffle, including special arrangements for pick up or delivery of donation items.

### **DHS and Vermont Team up on WHTI**

The Department of Homeland Security has agreed to launch a project with the state of Vermont that will enhance the security of state driver's licenses and potentially serve as an acceptable alternative document for crossing the U.S.'s land and sea borders. The Vermont project, much like an agreement reached with Washington state earlier this year, is one possible compliance alternative to the Western Hemisphere Travel Initiative. As announced in June, on Jan. 31, 2008, U.S. and Canadian citizens will need to present either a WHTI-compliant document or a government-issued photo ID, such as a driver's license, plus proof of citizenship such as a birth certificate, for admissibility into the United States. DHS plans to end the routine practice of accepting oral declarations alone at land and sea ports of entry, and also proposed to begin alternative procedures for U.S. and Canadian children at that time. The state of Vermont will develop an enhanced driver's license that will provide their residents, who voluntarily apply and qualify, with a document that is acceptable for use at U.S. land and sea ports. The enhanced driver's license will be slightly more expensive than a standard Vermont driver's license and will require proof of citizenship, identity and residence, as well as contain security features similar to a U.S. passport. (*Special to TA*)

### **Ten State Tourism Offices Honored**

The National Council of State Tourism Directors announced the winners of its 2007 Mercury Awards, which honor the best in state tourism office marketing and promotion programs for the year. The 10 states were honored with 13 separate Mercury Awards, ranging from print and broadcast advertising to niche marketing. Winners included Utah, Wyoming, Michigan (2), Montana, Virginia (2), North Carolina, South Dakota, Mississippi, Illinois, South Dakota, and Georgia. The awards were presented during the closing ceremony Saturday at the TIA Educational Seminar for Tourism Organizations in Phoenix. (*Special to TA*)

### **U.S. Airlines Expect 16 Millions Flyers over Labor Day**

Despite record-level delays, nearly 16 million passengers will fly on U.S. airlines over the Labor Day weekend, a 2.6 percent increase over a year ago, according to trade estimates. The Air Transport Association on Thursday forecast 15.7 million passengers will travel globally on U.S. airlines between Aug. 29 and Sept. 5. The group, which represents major airlines, said while most delays would be weather related, a modernized air traffic control system is needed to reduce air traffic congestion. The airlines and the FAA are pushing Congress to authorize financing of a multi-billion-dollar upgrade of the air traffic control system. But there is an ongoing dispute over what share the commercial airlines should pay and whether corporate jets and small plane operators should shoulder more of the cost. (*AP; Chicago Tribune.com; PR Newswire*)